

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** President Sabah Randhawa on behalf of Melynda Huskey, VP for Enrollment and Student Services

**DATE:** **August 23, 2019**

**SUBJECT:** **Enrollment Management & Planning: A Primer**

**PURPOSE:** Discussion Item

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**Purpose of Submittal:**

To provide a general overview of and context for enrollment management and planning as the Division of Enrollment and Student Services begins work on a new enrollment plan for Western.

**Supporting materials:**

PowerPoint Presentation Slides

# Enrollment Management

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# Why Create a Strategic Enrollment Management Plan

- To integrate enrollment efforts with the university's **strategic plan and academic vision**
- To ensure that
  - We are working toward **clearly established goals**
  - Efforts are based on **thoughtful analysis of data**
  - Enrollment efforts connect to **institutional identity**
  - We can **adapt** with changing times
- To define **choices and priorities**
- To provide **structure** as academic programs and degree offerings adapt and change

# Evolution of Enrollment Management



# Goals for Western EM

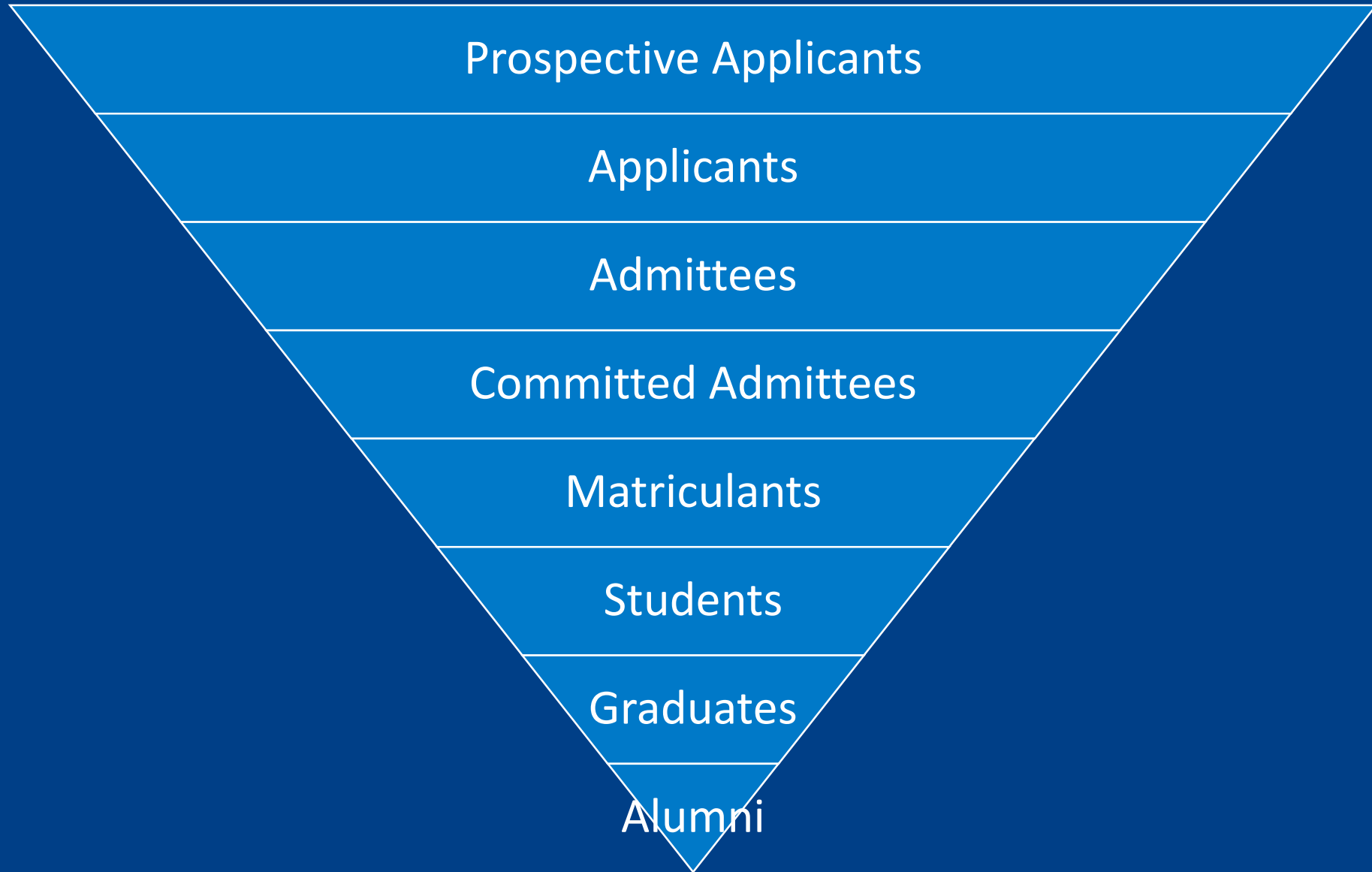
We will

- connect operational strategies with institutional goals and mission
- collaborate with the entire university community
- conduct environmental scans
- create a living plan that is adaptable
- build both long-term and short-term strategies

# Who is involved?

- Enrollment Management teams: Registrar, Financial Aid, Admissions, New Student Services/Family Outreach
- University Leadership
- Faculty and Academic Leaders: Colleges, Faculty Senate, Departments, and Deans
- Business and Financial Affairs
- Student Services partners
- Communications and marketing
- Institutional Effectiveness
- Board of Trustees
- Community partners
- Students and Alumni

The Entire University Community



# Strategic Enrollment Management at Western

## The plan will

- Tie enrollment to institutional goals and vision for the future of Western
- Provide information about long-term and short-term goals
- Set objectives intended to achieve our institutional enrollment goals
- Outline strategies and tactics
- Identify and charge offices and officers of the campus community to achieve each objective
- Set parameters to measure the outcomes



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Thank you.

